



THAILAND TRADE MISSION

What:

FAS is sponsoring a trade mission to Bangkok and Phuket, Thailand, that will provide a unique opportunity to learn first-hand about the Thai market for U.S. food products. Activities include tours, industry speakers, a product display and one-on-one meetings with importers in each city. Space is limited to 10 participants. Eligible expenses are reimbursable through the branded initiative of the Market Access Program, administered by FAS, commodity organizations and state-regional trade groups.

When:

April 24-27 in Bangkok, April 28 in Phuket—directly after Singapore's Food & Hotel Asia 2004

**The Market:**

Covering 198,114 square miles, Thailand has a population of 64 million. The country has Southeast Asia's second largest economy, with economic growth of 5.3 percent in 2002. It is the 16th largest export market for U.S. agricultural products. It is also one of the world's most beautiful tourist destinations, attracting about 11 million tourists annually. High growth in the number of hotels, resorts and other tourist accommodations will continue to spur large increases in food imports.



Thailand imported nearly \$80 million in U.S. consumer-oriented agricultural products in fiscal 2003. Thailand's imports of food products from all sources totaled \$3.5 billion, with fish and seafood products, dairy products, fresh and processed fruits and vegetables, flour and starch, oilseeds, edible dried beans, confectionery items and snack foods leading the way. The upper and middle-income groups, which can afford imported foods and are very aware of U.S. brands, tastes and quality, make up 25 percent of the population. This mission is an excellent opportunity for U.S. exporters to introduce new products and expand their exports to Thailand.

**Best
Products:**

Spices, seasonings and sauces; processed meats, dairy products, snack foods; fresh and processed fruits; fruit juices; nutritional products; dried fruits and nuts; flour; frozen seafood; breakfast cereals, pancake mixes and waffles; soups and condiments; wines and spirits; jams and jellies; ready-to-eat desserts; food service products; and pet foods

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